



USBE + Qualtrics: Improving K-12 Outcomes with Experience Data



K-12 Qualtrics School Data Collection and Analysis

\$450,000 ongoing

Historical Funding Levels and Purpose

Current (SFY 2021) funding level: \$900,000

ongoing

Funding Level in SFY 2020: N/A

Purpose of the program:

- Provides equitable access to the Qualtrics CX platform for all Utah public education students, parents, and teachers.
- Fosters a system of experience data collection and stakeholder engagement.
- Provides each LEA with their own Qualtrics instance for local control.

Problems to Address

- Creates cost efficiencies saving \$1.65 million.
- Provides robust/secure tool for survey and data collection.
- Reduces redundancy with a shared platform and survey fatigue by leveraging Qualtrics tools to reduce requests to LEA points of contact.
- Provides LEAs direct access to their data, while still sharing relevant data with USBE through a single survey system.
- Aligns LEAs with Utah's higher education institutions, which also utilize Qualtrics.

Projected Outcomes/Results

Data Measures Include:

- Student/Parent/Teacher Response Rates for school input
- K-12 educator engagement and exit qualitative data to inform teacher retention policy
- K-12 school climate survey data from students, teachers, parents, administrators, etc. to inform SEL and school safety initiatives
- COVID-19 resource, policy, experience requests from K-12

Impact if not Funded

Estimated Consequences:

- USBE will not be able to provide local flexibility in the state required Teacher Engagement/Exit and School Climate surveys.
- LEAs will administer separate surveys on similar topics.

Can this funding be scaled?

This request is not scalable. Lower funding will prevent USBE access from the pricing quoted in the business case.

Objective

Deepen understanding of:

1. why experience data (X-data) is critical for data-driven decision making
2. USBE + Qualtrics partnership to date
3. the future of X-data in Utah K-12

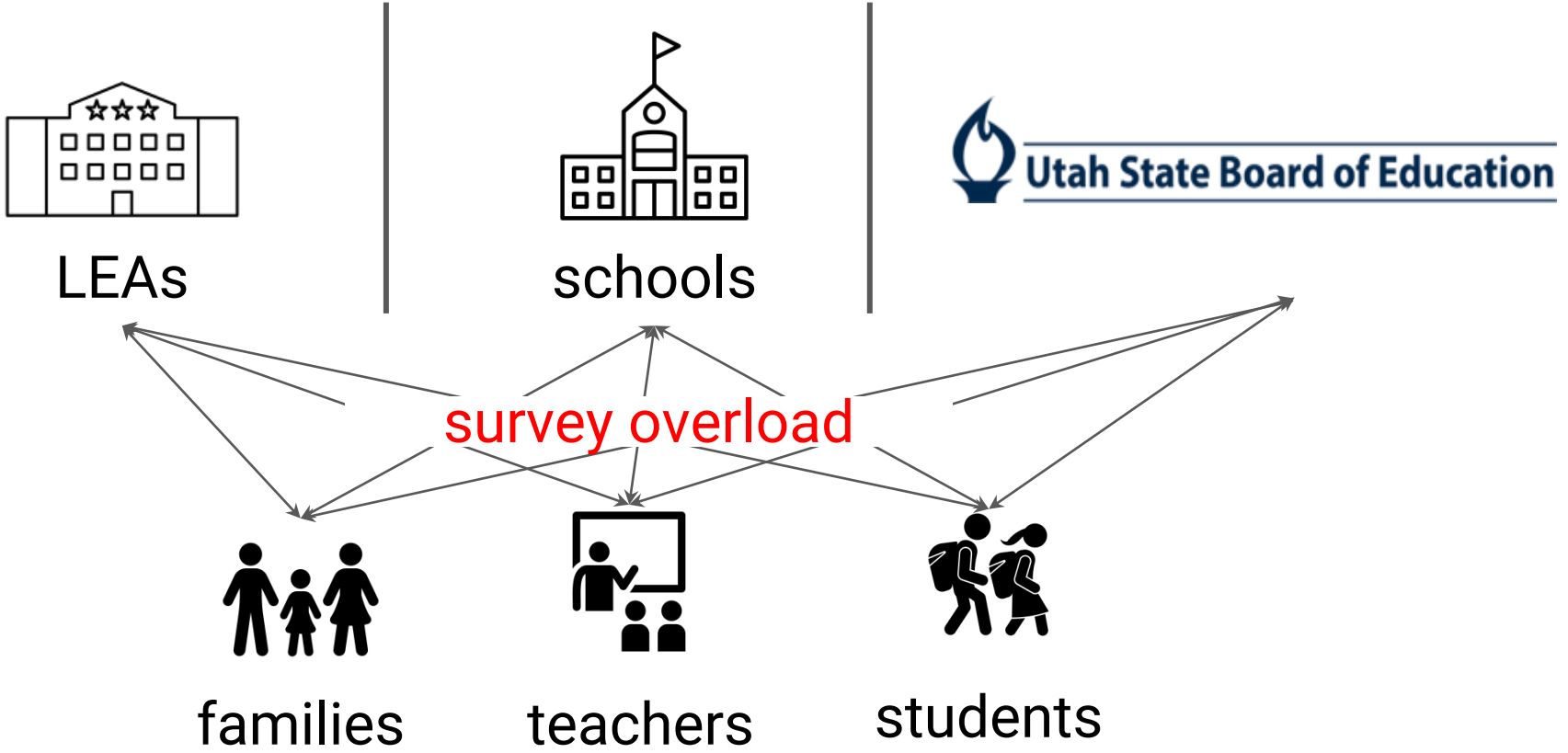
**EXPERIENCES
MATTER IN
EDUCATION**

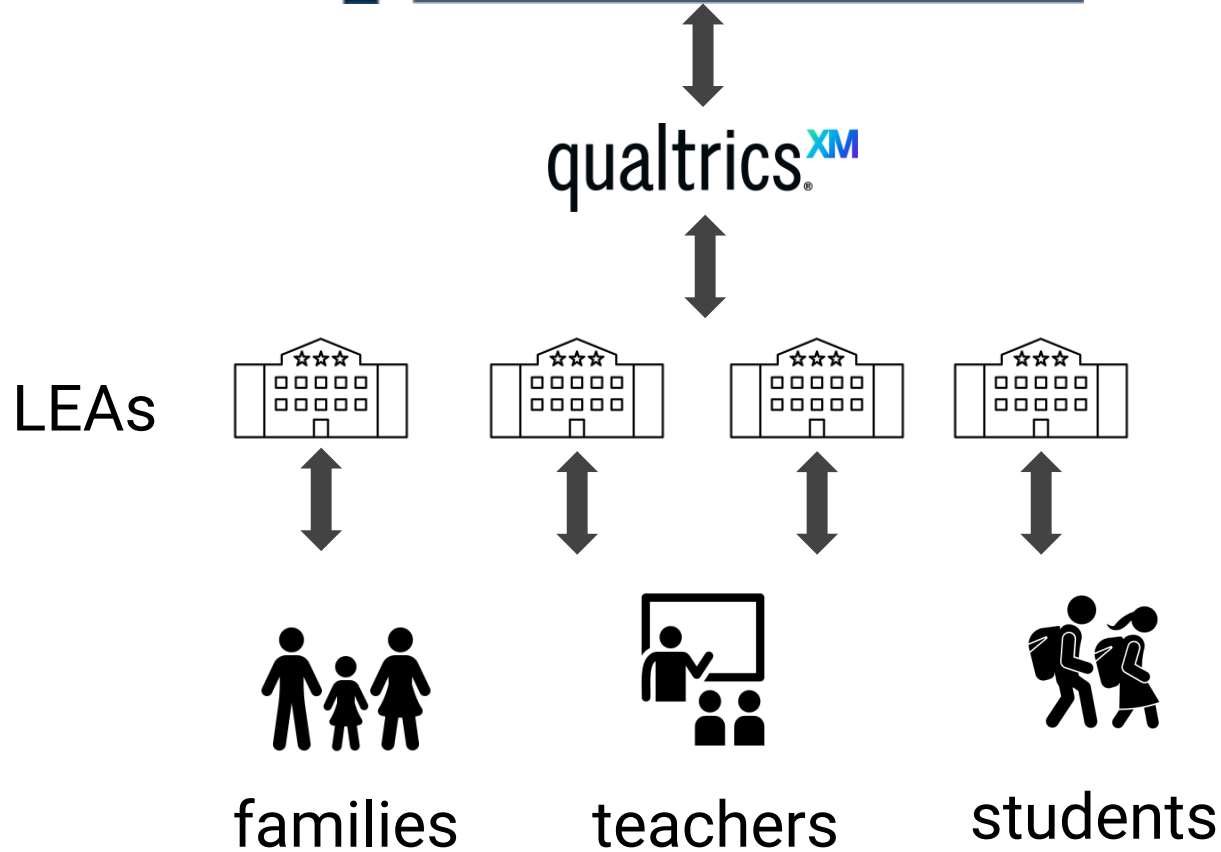
**When kids have
a positive
experience in
school - it
changes their
lives**



How does Qualtrics help our partners succeed?

1. Build data infrastructure that enables state visibility + local action
2. Quickly analyze data at scale
3. Facilitate 2-way, always-on conversations





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It all started with an exit survey.

HB130

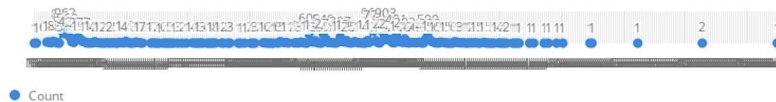
G.S. 2019



Number of responses

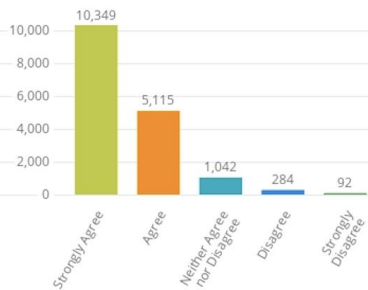
17,084

Responses by Date 17,084 Responses

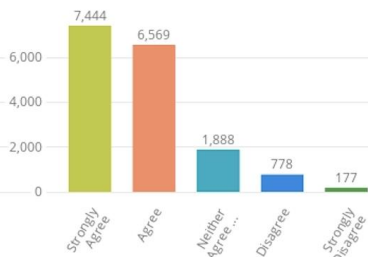


Engagement Questions

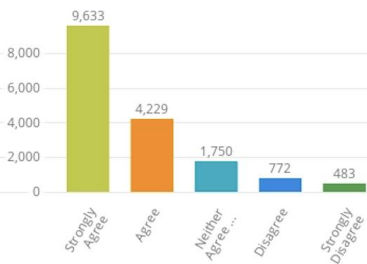
I feel proud to tell people where I work



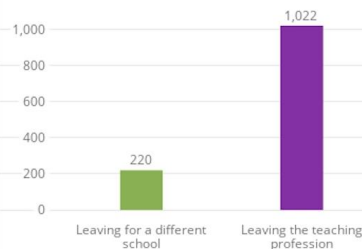
This school motivates me to go above and beyond in my role



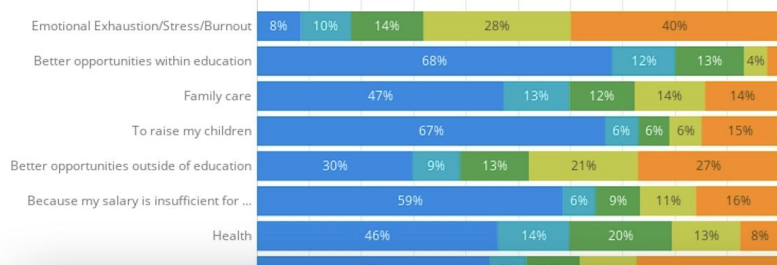
I see myself working as an educator in Utah in two years time



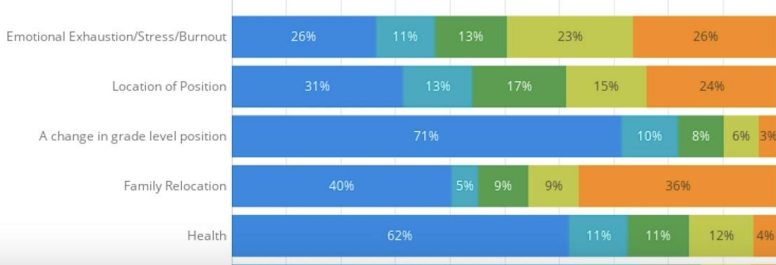
What is the most influential reason for potentially leaving your current job?



Reasons for Leaving the Profession of Teaching



Reasons for Moving to a Different School




January 2021 Data

- X Year 1 data collection complete | 17,084 educators
- X 1,475 LEA representatives trained and producing projects
- X 100+ USBE HQ staff trained

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Up next

 COVID-19 K-12 School Feedback

 School climate – Spring 2021

LEAs are responding positively...

What LEAs across Utah say about working with Qualtrics:

"We have found it very useful in **gathering actionable data** in many areas."

"Every experience with Qualtrics staff and the platform has been **amazing**."

"It is an amazing platform full of intuitive products that have **made what I do for our k-12 special ed department a lot easier!**"

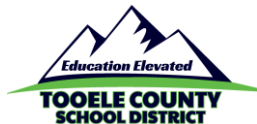
"Powerful, yet elegant user interface combined with **integrated reporting tools**."

"User friendly software that **makes it easy to collect data**."

"**Intuitive and powerful**."

"**Love** this survey tool!"

"It's quite **user friendly** and I enjoy the online tutorials."

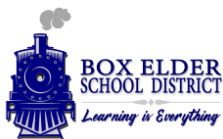


...and see significant value.

Here are just a few examples of the 2,000+ projects where LEAs are using Qualtrics:



Community polling to inform operating status during COVID, leading to fully-remote decision



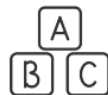
Ongoing parent and staff feedback programs



Staff sign up and scheduling for vaccine administration

We're changing the future of K12 in Utah

USBE 2022 Strategic Direction Goals:



Early Learning:

Each student starts strong through early grades with a foundation in literacy and numeracy



Safe & Healthy Schools:

Each student learns in a safe and healthy school environment



Personalized Teaching & Learning:

Each student and educator has access to personalized teaching and learning experiences



Effective Educators & Leaders:

Each student is taught by effective educators who are supported by effective school leaders